

Representative WBZZ Public Service Announcements

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Charity

PSA name : Great Ride

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 103
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 103

Organization : **Gus Macker Tournament**

PSA name : Gus Macker Tournament

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 38

Total Number of Broadcasts: 38

Organization : **Hand in Hand Festival**

PSA name : Hand In Hand Festival

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 5

Total Number of Broadcasts: 5

Organization : **Hands Across America**

PSA name : Hands Across America

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts : 100	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

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Charity

Total Number of Broadcasts: 100

Organization : Holiday Skates

PSA name : Holiday Skates

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 18
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 18

Organization : Hope Center

PSA name : Hope Center

1984 broadcasts :	1988 broadcasts : 9
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 37	1991 broadcasts :

Total Number of Broadcasts: 46

Organization : Horn Honk

PSA name : Horn Honk

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : Jimmy Costello Benefit

PSA name : Jimmy Costello Benefit

1984 broadcasts : 1988 broadcasts :

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Charity

1985 broadcasts :	1989 broadcasts : 8
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 8	

Organization : Kane Foundation

PSA name : Kane Foundation

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 55
Total Number of Broadcasts: 55	

Organization : Kurd Aid

PSA name : Kurd Aid for Kurdish Refugees

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 6
Total Number of Broadcasts: 6	

Organization : Moon Township 5K Race

PSA name : Moon Township 5K Race

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 19
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 19	

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Charity

Organization : **North Hills 5K Run**

PSA name : North Hills 5K Run

1984 broadcasts :	1988 broadcasts : 0
1985 broadcasts :	1989 broadcasts : 0
1986 broadcasts :	1990 broadcasts : 1
1987 broadcasts : 0	1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **Pittsburgh Pirates**

PSA name : Pirates Charity Softball

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 6

Total Number of Broadcasts: 6

Organization : **Pittsburgh Charities**

PSA name : Pittsburgh Charities

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 6

Total Number of Broadcasts: 6

Organization : **Pittsburgh Penguins Boosters**

PSA name : Pittsburgh Penguins Boosters

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
	1990 broadcasts :

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Charity

1986 broadcasts : 4 1991 broadcasts :

1987 broadcasts : 4

Total Number of Broadcasts:

Organization : Pittsburgh Penguins

PSA name : Pittsburgh Penguins Cookbook

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 2

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 2

Organization : Pittsburgh Ride-A-Thon

PSA name : Pittsburgh Ride-A-Thon

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 4

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 4

Organization : Red Ribbon Run

PSA name : Red Ribbon Run

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 2

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 2

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Charity

Organization : **Rib Cook-Off For Charity**

PSA name : Rib Cook-Off For Charity

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 1
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **Rock 'N Bowl**

PSA name : Rock 'N Bowl

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 1
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **Rod Woodson Camp**

PSA name : Rod Woodson Camp

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 7

Total Number of Broadcasts: 7

Organization : **Shower of Stars**

PSA name : Shower of Stars

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	

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Charity

1987 broadcasts : 1990 broadcasts : 2

1991 broadcasts :

Total Number of Broadcasts: 2

Organization : **Sigma Delta Tau**

PSA name : Sigma Delta Tau

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 12 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 12

Organization : **Skate A Thon**

PSA name : Skate-A-Thon

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 1 1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **Snowball Tourney**

PSA name : Snowball Tourney

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 2

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 2

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Charity

Organization : **Softball Marathon**

PSA name : Softball Marathon

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 2	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 2

Organization : **Southside Developmental**

PSA name : Southside Developmental

1984 broadcasts :	1988 broadcasts : 8
1985 broadcasts :	1989 broadcasts : 49
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 57

Organization : **St. George's Church**

PSA name : St. George's Food Fare

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 5
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 5

Organization : **Pittsburgh Steelers**

PSA name : Steelerwalk

1984 broadcasts :	1988 broadcasts : 34
1985 broadcasts :	1989 broadcasts : 22
1986 broadcasts :	

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1987 broadcasts : 1990 broadcasts : 13

1991 broadcasts : 43

Total Number of Broadcasts: 112

Organization : Steven Sulfridge Fund

PSA name : Steven Sulfridge Fund

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 5

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 5

Organization : United Way

PSA name : United Way

1984 broadcasts : 11 1988 broadcasts : 28

1985 broadcasts : 22 1989 broadcasts :

1986 broadcasts : 60 1990 broadcasts :

1987 broadcasts : 7 1991 broadcasts :

Total Number of Broadcasts: 128

Organization : Vintage Grand Prix

PSA name : Vintage Grand Prix

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 0 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 2

1987 broadcasts : 1991 broadcasts : 3

Total Number of Broadcasts: 5

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Charity

Organization : **Volleyball Marathon**

PSA name : Volleyball Marathon

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : **Walk America**

PSA name : Walk America

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 4	1989 broadcasts : 60
1986 broadcasts :	1990 broadcasts : 88
1987 broadcasts :	1991 broadcasts : 124

Total Number of Broadcasts: 276

Organization : **We Care Card**

PSA name : We Care Card

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 10
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 10

Organization : **Wesley Institute**

PSA name : Wesley Institute

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :

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Charity

1987 broadcasts : 2 1991 broadcasts :

Total Number of Broadcasts: 2

Organization : **Westmoreland County Food Bank**

PSA name : Westmoreland County Food Bank

1984 broadcasts : 1988 broadcasts : 10

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 10

Organization : **Wilkesburg 5K Race**

PSA name : Wilkesburg 5K Race

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 1991 broadcasts : 5

Total Number of Broadcasts: 5

Total PSAs devoted to Charity

Sum(1984 broadcasts) : 11

Sum(1988 broadcasts) : 93

Sum(1985 broadcasts) : 52

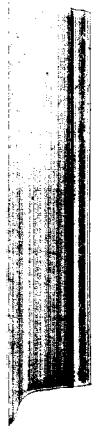
Sum(1989 broadcasts) : 277

Sum(1986 broadcasts) : 168

Sum(1990 broadcasts) : 160

Sum(1987 broadcasts) : 66

Sum(1991 broadcasts) : 310



Child Abuse

Child Abuse

Child abuse is growing at an alarmingly high rate. It is one of the least understood problems in the Pittsburgh community.

Education is the key to solving the child abuse problem. When the public learns the danger signs and why it is increasing, the abuse should decrease.

Family Resources

Claire Walker

Date : 12/28/87

No one was prepared for the reaction to the Dear Mr. Jesus record, a song about child abuse first played in Pittsburgh by WBZZ. The song generated hundreds of calls about child abuse and how to get help

Boy Scouts of America

J. Bruce McDowell

Date : 3/21/91

Talked about the most significant problems that the community faces which include: child abuse, unemployment, drug abuse, illiteracy, and hunger.

Allegheny County Child and Youth Services

Victor Papale

Date : 10/9/86

Talked about the problems of abandonment and sexual abuse and how these problems are a multi-facet of not only unemployment, but also education and the welfare system.

Child Abuse**American Focus**

Date : 11/23/86 **Time :** 5:30 **Source :** R **Duration :** 30.00

Guest : Sue Hughes

Organization : Children's Hospital

Issue Treatment : Host Steve Kamer and Sue Huges, Director of the Social Work Department at Children's Hospital, discussed the fact that in the last five years the number of child abuse cases reported in the area has increased three fold.

Dialogue

Date : 12/28/86 **Time :** 7:00 **Source :** L **Duration :** 30.00

Guest :

Organization : Bradley Center

Issue Treatment : Host Liz Randolph interviewed the director of the Bradley Center, a place for abused, neglected or troubled kids, who told of the many success stories that have come from this non-profit center, which is over 80 years old.

Date : 4/10/88 **Time :** 7:00 **Source :** L **Duration :** 30.00

Guest :

Organization :

Issue Treatment : Host Shelley Duffy and "Brenda," a victim of child abuse, talked about the sexual, mental, and physical abuse she received from her stepfather and brother, and how she coped then and now.

Date : 4/10/88 **Time :** 7:30 **Source :** L **Duration :** 30.00

Guest : Cindy Snyder

Organization : Family Resources

Issue Treatment : Host Shelley Duffy and Cindy Snyder of Family resources discussed the causes of child abuse, programs available to the abused and abuser, and what Pittsburgh can do to help eliminate child abuse.

Date : 6/26/88 **Time :** 7:00 **Source :** L **Duration :** 30.00

Guest : Sylvia Fraser

Organization :

Issue Treatment : Host Shelley Duffy and Sylvia Fraser, author of "My Father's House," and a victim of incest, describe her personality change in order to cope with the problem, her recovery, and her life today.

Child Abuse**Dialogue**

Date : 9/17/89 Time : 7:30 Source : L Duration : 30.00

Guest : Dr. Patrick Gannon

Organization :

Issue Treatment : Host Shelley Duffy and Dr. Patrick Gannon, author of "Soul Survivors," talks about the book which deals with how adults who were abused as children have found a new beginning in life.

Health Care

Date : 1/5/86 Time : Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hope Daniels talked about child abuse, its side effects, cause and prevention, and the mental state of both parent and child.

Scan

Date : 9/29/85 Time : 6:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth focused on the topic of child abuse.

Date : 10/6/85 Time : 6:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth with Part II of an interview with Toby, who discusses the abuse she received as a child.

Date : 10/13/85 Time : 6:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth with Part II of an interview with Toby, who discusses the abuse she received as a child.

Child Abuse

Scan

Date : 4/29/90 Time : 5:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth talked to Tobi, an abused person who tells of her experience.

Date : 5/6/90 Time : 5:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth with Part II on Child Abuse.

Views of the News

Date : 5/5/85 Time : 4:14 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : Host Dr. Vincent J. Fontana discussed the growing problem of child abuse and examined different solutions to the problems.

Date : 5/12/85 Time : 4:14 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : Host Paul reynolds discussed child and sexual abuse of children and what to do about it.

Program treatments of Child Abuse	14.00
Minutes devoted to Child Abuse	390.00

Questions Asked by Pittsburgh's Opinion

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Child Abuse

1988

Do you think our daycare centers are safe from sexual abuse

1990

How do you feel about young childgen testifying in court against adults accused of abusing them

What's your reaction to a Westmoreland County judge's recommended sentence for a man convicted of sexually abusing a little girl

WBZZ News Interviews

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Child Abuse

November 30, 1986

Sue Hughes, Director of Social Work Depart., Children's Hospital, discussed fact that in last 5 years number of abuse cases reported in area has grown three-fold. Testimony of children is no longer dismissed in court.

December 28, 1987

Claire Walker, Executive Director of Family Resources, said that no one was prepared for the reaction generated by the "Dear Mr. Jesus" record about child abuse. The song generated hundreds of calls.

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Child Abuse

Organization : **Project Safeplace**

PSA name : Project Safeplace

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 200
1986 broadcasts :	1990 broadcasts : 91
1987 broadcasts :	1991 broadcasts : 6

Total Number of Broadcasts: 297

Total PSAs devoted to Child Abuse

Sum(1984 broadcasts) :	Sum(1988 broadcasts) :
Sum(1985 broadcasts) :	Sum(1989 broadcasts) : 200
Sum(1986 broadcasts) :	Sum(1990 broadcasts) : 91
Sum(1987 broadcasts) :	Sum(1991 broadcasts) : 6